

## Message Text

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61

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

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R 040920Z APR 74

FM AMEMBASSY MANILA

TO USDOC WASHDC

INFO SECSTATE WASHDC 2503

UNCLAS MANILA 4016

E.O. 11652: NA

TAGS: BFOL, RP

SUBJ: WTDR/FTI - PLANTERS PRODUCTS COOPERATIVE MARKETING & SUPPLY,  
INC.

REF: UNCLAS USDOC 1493

1. PHILIPPINES 2. CNTRY CODE: 565 3. SER NO: NA

4. PLANTERS PRODUCTS COOPERATIVE MARKETING & SUPPLY, INC.

4A. CODE: 4B. CODE: A 4C. CODE: X

5. P.O. BOX 3947 MANILA; 8TH & 9TH FLOORS, MANILA BANK BLDG.,  
6772 AYALA AVE., MAKATI

6. RIZAL, PHILIPPINES

7. ESTBL: 1962 8. EMPL: 1,125 9. (18-X) VERY LARGE

10. REPUTATION: (22-X) GOOD 12. RPT DATE: 02/74

13A. 28732/03 MFR. & DIST. UREA

13B. 28731/03 MFR. & DIST. AMMONIA

13C. 28193/03 MFR. & DIST. SULFURIC AND PHOSPHORIC ACIDS

13D. 28700/03 MFR. & DIST. FERTILIZERS

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13E. 32750/03 MFR. & DIST. GYPSUM

13F. 28133/03 MFR. & DIST. CARBON DIOXIDE

13G. 28790/39 DIST. REPACK AGRICULTURAL INSECTICIDES AND PESTICIDES

14. OFFICER: LEONIDES P. GONZALES TITLE: EXEC. V-P & GM

15. CABLE: "PLANTERS" MANILA 16. TELEX: NA

17. PHONE: 86-60-11 TO 24

18. FINANCIAL REFERENCES: MANILA BANKING CORPORATION, ESCOLTA, MANILA; COMMERCIAL BANK & TRUST CO., BANK OF AMERICA NT & SA; AND CHARTERED BANK, ALL MAKATI, RIZAL, PHILS. TRADE REFERENCES: CONTINENTAL FERTILIZER CORPORATION WITH OFFICES IN CHICAGO, FLORIDA AND CALIFORNIA.

19. MAJOR FOREIGN FIRMS REPRESENTED: E.I. DU PONT DE NEMOURS & CO., INC., INDUSTRIAL BIOCHEMICALS DEPARTMENT, WILMINGTON, DELAWARE, AGRICULTURAL INSECTICIDES AND PESTICIDES ON LICENSING AGREEMENT ACQUIRED SEVERAL YEARS AGO; DOW CHEMICAL, INSECTICIDE EXCLUSIVE DISTRIBUTOR.

20. OFFICE MAINTAINED IN MAKATI, RIZAL AND PLANT IN LIMAY, BATAAN, PHILIPPINES. FORMERLY WHOLLY-OWNED SUBSIDIARY OF ESSO EASTERN, INC. OF N.Y. PLANT ADEQUATELY EQUIPPED. RATED CAPACITY 400,000 METRIC TONS OF FERTILIZERS ANNUALLY BUT PRODUCTION AT 50-60 PERCENT OF CAPACITY DUE TO PLANT AND RAW MATERIALS DIFFICULTIES. REQUIREMENTS OBTAINED FROM FOREIGN AND LOCAL SUPPLIERS. PRODUCTS MARKETED BY 15 SALESMEN AND 770 DEALERS THROUGHOUT COUNTRY. AS OF DECEMBER 31, 1972 TOTAL ASSETS P363 MILLION AND NETWORTH P215 MILLION, SALES P258 MILLION WITH NET INCOME P1.3 MILLION. PREVIOUSLY FIRMS SUFFERED SUBSTANTIAL LOSSES AND BY 1970 ACCUMULATED DEFICIT TOTALED P51 MILLION, REDUCED TO P44 MILLION BY 1972 DUE TO PROFITS IN 1971 AND 1972. COMPANY BELIEVED TO HAVE SUFFERED FURTHER LOSSES IN 1973 ATTRIBUTABLE TO GOVERNMENT PRICE CONTROLS BUT MAY ULTIMATELY BE FULLY REIMBURSED.  
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CREDIT REPUTATION, SATISFACTORY.  
SULLIVAN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**TAGS:** BFOL, RP  
**To:** COM  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005